

What is claimed is:

*Sub A1*  
*B2* 1) A process for evaluating the strength of a specific intellectual Property for purposes of commercializing it comprising the steps of:

- a) interacting with a computer;
- b) entering data from one or more sources into said computer, said computer having been pre-programmed such that said data is organized by one or more predetermined risk factors;
- c) evaluating the data by comparing it to a preset standard;
- d) computing a score which represents a relative degree of strength associated with any undertaking to commercialize said intellectual property;

2) The process of Claim 1 wherein entering of the data into the computer is done via telephone from a location other than the location having the computer.

*Sub A2* 3) The process of Claim 1 wherein the predetermined risk factors for organizing the data are selected from the categories of subjects consisting of: Technical orientation,

Technical Review, Preliminary Assessment, Patent Study, Market Identification and Analysis, Industry Intelligence, Cost/Benefit Analysis, Marketing/Licensing Assessment and Licensing/Enforcement.

4) The process of Claim 3 wherein computing said score is achieved by calculating a category score.

5) The process of Claim 4 wherein the category score is weighted and combined with other category scores and used to modify a primary risk indicia to calculate a composite score.

6) The process of Claim 5 wherein the composite score is modified by a moral hazard factor to calculate a probable success factor.

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a3  
7) The process of Claim 6 wherein the probable success factor is multiplied by projected recoveries to determine the net recovery from commercializing the Intellectual Property.

8) The process of Claim 7 wherein the intellectual property to be commercialized is a patent.

9) The process of Claim 7 wherein the intellectual property to be commercialized is a trademark.

10) The process of Claim 7 wherein the intellectual property to be commercialized is a copyright.

Sub A B3  
11) A process for determining the probable success of a lawsuit comprising the steps of:

- a) interacting with a pre-programmed computer;
- b) entering data from one or more sources into said computer, said computer having been pre-programmed such that said data is organized by pre-determined categories;
- c) evaluating the data by comparing it to a preset standard;
- d) computing a score which represents a relative degree of strength associated with the lawsuit;
- e) using the score to determine a probable success factor for undertaking the lawsuit.

12) The process of claim 11 wherein the lawsuit is one involving intellectual property.

Sub A5  
13) The process of claim 12 wherein the score is a risk factor score based upon an evaluation of one or more risk factors specific to the intellectual property upon which a suit is being brought.

14) The process of claim 12 wherein the score is a category score resulting from categorizing various risk factors into categories and determining a category score.

15) The process of claim 14 wherein the category score is used to modify a primary risk indicia in determining a composite score.

16) The process of claim 15 wherein an adjustment for moral hazard is made to the composite score resulting in a probable success factor.

*Sub A6* 17) The method of claim 16 wherein the probable success factor is applied to a projected recovery to determine the net recovery.

18) The process of claim 14 wherein the determination of the category score is accomplished using at least one relative risk factor.

*add A7*